respondents, "Which station offers local news you can't get elsewhere in the market?" In spite of the fact that this NBC affiliate that produces our news, a majority of the viewers believe that the newscasts on my station most aptly fits that description, news they can't get elsewhere. From my perspective that's mission accomplished.

I must add that there is clearly no editorial connection between this NBC affiliate and their daily newspaper that the company publishes. None. In fact, it would often appear that the two mediums are at odds with each other editorially.

Spokane should paint an interesting picture to study for those who express concerns about media consolidation and loss of voice. Issues with that certainly are not present in that market, but in our case it was fiscally necessary to step away from the traditional model in order to sustain news on our station.

Medium and small market TV stations need relief from outdated ownership regulations.

| 1  | In order to remain viable and keep multiple       |
|----|---|
| 2  | voices alive, the FCC and Congress are going to   |
| 3  | have to grant relief to broadcast ownership. The  |
| 4  | FCC should relax unreasonable ownership           |
| 5  | restrictions for small market broadcasters.       |
| 6  | The shifting media landscape,                     |
| 7  | including alternate sources of news that may not  |
| 8  | have existed in a broad form ten years ago, now   |
| 9  | warrant steps that can ensure the vitality of the |
| 10 | broadcast television industry going forward.      |
| 11 | There is nothing either illegal or immoral about  |
| 12 | broadcasters making a modest profit.              |
| 13 | And broadcasters work hard to serve               |
| 14 | the public interest with their community service  |
| 15 | efforts, their local public affairs programming   |
| 16 | and sports, their expanding internet presence and |
| 17 | their devotion to news.                           |
| 18 | Chairman Martin, members of the                   |
| 19 | Commission, thank you for the time.               |
| 20 | (Applause.)                                       |
| 21 | MODERATOR SIGALOS: Thank you, Mr.                 |
| 22 | Rand.   |

1 | Ms. Salomone.

MS. SALOMONE: Good evening. My name is Cheryl Salomone, and I am the Vice President and Market Manager in Tri-Cities, Washington for New Northwest Broadcasters, a small market operator based in Seattle, Washington.

Over this last 25 years I have worked for small radio operators as well as the largest in the industry. When I started in radio, companies were limited to one AM/FM in a few markets. There were many owners each targeting the same segment of the population; therefore, radio programs were programmed for mass appeal because that's where the money was.

Now with consolidation, stations can be programmed to a narrower target satisfying the entertainment tastes of more people for music, talk, sports, etc. Having multiple stations allows broadcasters to take a risk on a format that they may not consider if they were limited in their ownership.

We can afford to operate with lower

margins, a station with lower margins because it's supported in the building by stronger stations.

Consolidation has given listeners more choices with mixed formats and multiple brands. Before consolidation many broadcasters were not financially stable. Consolidation allowed economies of scale to naturally occur overtime.

Tri-Cities is a small market with 18 viable stations, and residents have a choice in formats from jazz, rock, classic rock, country, AC, hot AC, adult hits, news, talk, sports and Hispanic, all programmed locally.

Operating cost for a station has also allowed me to put on events for the communities. In Tri-Cities we put on a six-week concert series called Live at Five in the spring that's free to the public. By being able to promote this on all six stations gives me the opportunity to sell sponsorship and vendor space which underwrites the cost. I would be reluctant to take on the financial risk if I had fewer stations.

1 Two weeks ago we held a Safe Treat 2 Street, which is a safe environment for kids to 3 trick or treat in. We met over 2000 children and Again, free to the public and 4 their parents. promoted on all six stations. 5 I have been able to do these kinds of 6 7 events in each market I've operated because I had the ability to promote them on multiple stations. 8

Having a cluster of radio stations has also increased awareness for nonprofit groups. Because I have six stations, we serve as a one-shop stop to help communities when needs arise. My clusters of stations reach everyone from children to senior citizens. I can use one or all six depending on the message that needs to be delivered.

For example, this past summer NNB was the media sponsor for the Tri-Cities Cancer Golf Tournament. I had two stations vying to raise the most amount of money for the cancer center. The golf tournament received lots of exposure and as a result raised over \$85,000 dollars, the most

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they've ever done.

Annually the six Tri-City Rotary groups sold duck race tickets to raise money for local charities. This year I had my program director, Big Jim, live in a truck until all tickets had been sold. Because I have multiple stations, I was able to talk about Big Jim in the truck on my classic rock station and my top 40 station, all of which added to the urgency of buying tickets.

history of selling duck race tickets the Rotary was able to sell all 40,000 tickets and race \$200,000. It happened because I was able to use multiple stations reaching a large cross-section of the population. All the money stays local. The Rotary's goal next year is 50,000 tickets, and Big Jim will be there again in some manner to help reach that goal.

Next week we're doing a food drive.

I'll have four stations broadcasting all day from
the Albertson's parking lot to fill a semi-truck

| 1  | for the local area food banks. All six stations  |
|----|--|
| 2  | are the radio sponsor of Toys for Tots this      |
| 3  | season. We'll host radio alerts over the next    |
| 4  | four weeks for toys for the kids in our area. I  |
| 5  | could go on about the host of community service  |
| 6  | things we do on the normal course of business.   |
| 7  | Each would get less of an impact with fewer      |
| 8  | stations promoting them.                         |
| 9  | And personally, consolidation has                |
| 10 | given me opportunities I would not have had in a |
| 11 | different environment. I am one of the few       |
| 12 | general managers who come from the business      |
| 13 | office, and I'm fortunate that a large company   |
| 14 | had the resources and allowed me the chance to   |
| 15 | become a general manager in a small market.      |
| 16 | (Applause.)                                      |
| 17 | MODERATOR SIGALOS: Thank you, Ms.                |
| 18 | Salomone.  |
| 19 | Mr. Skotdal.                                     |
| 20 | MR. SKOTDAL: My name is Andy Skotdal.            |
| 21 | I'm one of five locally based station licensees  |
| 22 | left in Snohomish, King, and Pierce Counties.    |

I'm a licensee of a single AM radio station in a suburban market to Seattle. And Ι myself describe not as an owner, but a licensee.

We locally produce 27 hours of content each week, and while it's true that much of the local content is what's considered not traditional news, it's never precluded additional efforts maior issues οf local to cover importance.

Our county sheriff participated every week for years on our station. The mayor of our community calls in to participate regularly. When our county experienced flooding in 2006 we rearranged our programming altogether devoting all our staff to the coverage. We donated a substantial amount of our airtime to public service announcements. And going forward our plan is to continue the expansion of our local programming including news.

There are often unintended consequences of rule making. The FCC's efforts

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1 to flood the spectrum with new licenses has in 2 part contributed to our current situation today. 3 It's been said that half of all stations in 4 American are failing. I believe that to be true. 5 I ask that you reflect upon the media 6 landscape and the economics that existed in the 7 years that you believe broadcasters best served their communities. 8 9 If you were to look to the early 10 1970s, I think I remember television stations, 11 for example, having larger staff, but Ι 12 definitely remember that we had rabbit ears to 13 pick up the signals and only five TV signals were 14 available to me in Seattle. 15 ο£ the FM transmitters were Most 16 spread out across the market as opposed to the 17 location Cougar and West current at Tiger 18 Mountain. So many of the signals available today 19 weren't available in many parts of the market as 20 At the time localism was at its they are now. 21 peak there was a less competition in effect.

importantly, the thousands

More

local businesses that purchased the advertising to support the local TV and radio content hadn't been driven out by large scale box stores yet because the box stores didn't exist then either. Everyone who carries a discount box store card in their wallet has participated in paving the road to our current waypoint.

Attempts to turn back the clock legislatively would be ill advised given the radical media fragmentation we've seen even in the last 10 years, a landscape that remains fluid.

Some argue listeners and viewers are turning out because local broadcast content is poor. Conversely, I would argue the competition for people's attention is exponentially greater than at any time in America's history. And if this in fact is true, local broadcasters will respond appropriately and actively invest in finding new ways to bring people back to their channels.

I've already seen this happen at an AM

station who is providing a local video daily newscast on their website. It has to be that way because my survival as a local owner depends on it. I need to be able to reach that point free of additional legislation that may impede my ability to reach what I consider to be a common goal for all of us.

I would argue the Fairness Doctrine had several unintended consequences. One of them was to silence editorial opinion which used to be far more common in our industry. In my anecdotal research at the National Archives II in College Park I've seen this evidenced in station program logs.

And going forward today it's worthwhile to remember that unless the Commission can immunize stations from frivolous litigation, local owners have to think twice about how aggressively to pursue news; something that was less of an issue in the past.

With respect to newspaper-television cross-ownership, over 100 communities lost their

second newspaper because it was completely closed or merged in the last 13 years. This almost happened in Seattle.

Media diversity in Dallas was served when the Times Herald closed for example. The Third Circuit's 2004 decision endorsed the fact that commonly owned newspaper TVstations produced better local news in higher with better quality. 45 quantity and grandfathered TV-newspaper combinations around the country prove this is true.

I would encourage Commissioner Copps to see that you remain open at least to this type of ownership configuration based on your posting on the Seattle Times website today.

Most small cities in America have only one local news outlet. Many are lucky to have two competing news outlets. Seattle has more than twenty. I don't view the debate as one of whether ownership limits should be increased. In fact, I believe we're at equilibrium now, and I'm not asking for further modifications. I believe

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| 1  | that many of the current rules are fine.          |
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| 2  | Thank you.  |
| 3  | (Applause.)                                       |
| 4  | MODERATOR SIGALOS: Thank you.                     |
| 5  | Ladies and gentlemen, would you please            |
| 6  | join me in thanking our panel participants.       |
| 7  | Now, as we transition to the public               |
| 8  | comment period, I need to recognize some          |
| 9  | representives of organizations that we would have |
| 10 | liked to have included on the panel, but due to   |
| 11 | space and time limitations we could not. Just as  |
| 12 | for all members of the audience who have signed   |
| 13 | up to speak to the Commissioners, each of these   |
| 14 | individuals will be limited to two minutes. I     |
| 15 | will be strictly enforcing this two-minute time   |
| 16 | limit.  |
| 17 | Would the following people please come            |
| 18 | forward: Eric Holdeman, former head of King       |
| 19 | County Department of Emergency Management;        |
| 20 | Jonathan Lawson, Executive Director, Reclaim the  |
| 21 | Media; Steve Kreuger, President AFTRA Seattle;    |
| 22 | Don miller, Telecommunications Supervisor,        |

miller,

| 1  | Military Department, Washington State Emergency   |
|----|---|
| 2  | Management Division; Washington State             |
| 3  | Representative Bob Hasegawa; Thalia Syracopolous, |
| 4  | Board of Directors, Seattle National Organization |
| 5  | of Women.   |
| 6  | We have two microphones set up here               |
| 7  | and there. You can go to whichever one is         |
| 8  | closer. And if you see the time on the clock      |
| 9  | right there. Hopefully, you can see it at that    |
| 10 | angle.  |
| 11 | Eric Holdeman.                                    |
| 12 | Thank you.  |
| 13 | MODERATOR SIGALOS: If everyone can                |
| 14 | please allow these people to speak for two        |
| 15 | minutes each.                                     |
| 16 | Thank you very much.                              |
| 17 | MR. HOLDEMAN: For the record I'm Eric             |
| 18 | Holdeman, a principle of ICF International,       |
| 19 | former Director of the King County Office of      |
| 20 | Emergency Management. Thank you for the           |
| 21 | opportunity to appear before you.                 |
| 22 | First and foremost I think it's                   |

important to define that local government and media must be in partnership. A partnership that acknowledges responsibilities and independence of each party. The state should have a coordinated effort when it comes to serving mutual communities and missions.

I'm going to address several such opportunities that we actually exploited here in the region. We had a public information education campaign that's still ongoing. Three Days Three Ways, Are You Ready? Together we took 1.5 million dollars in government funding and by working with our media partners we're able to obtain a 2.5 dollar value for every dollar we invested in that with them providing matching airtime and internet access and/or one hour specials on hazards.

In one case the partnership with Seattle Mariners, American Red Cross, and KOMO 1000 radio provided a four to one value on that investment.

When we designed the 30 million dollar

1 County Emergency Operation Center, King 2 invited local media engineers to participate in 3 the design of that so that we could ensure that 4 they were getting technologically the information 5 that they could quickly disseminate to the 6 public. 7 With the advent of weapons of mass 8 destruction, I've participated with two news organizations -- King 5 Belo and also KIRO 710 --9 and working with their 10 coming in in 11 department to make sure that they are ready for 12 that. 13 All the major media partners here have signed on to a public-private plan here called 14 15 the Regional Disaster Plan that allows 16 cooperation between the government and between 17 themselves. Both Belo and KOMO 1000 participated 18 in a news program about how the media covers 19 That's available streaming on 20 disasters. the 21 internet.

And I'm out of time.

| 1  | I left a copy of my testimony.                    |
|----|---|
| 2  | Thank you very much.                              |
| 3  | MODERATOR SIGALOS: Thank you.                     |
| 4  | Jonathan Lawson.                                  |
| 5  | MR. LAWSON: Thank you and good                    |
| 6  | evening.  |
| 7  | As Commissioner Copps noted earlier,              |
| 8  | if there had been respectful notice of this       |
| 9  | hearing, many more would have turned out tonight. |
| 10 | No one can speak for these missing voices, but I  |
| 11 | want to use my time to say at least something     |
| 12 | about our friends and neighbors who the FCC will  |
| 13 | not hear from tonight.                            |
| 14 | If the FCC strikes down the cross-                |
| 15 | ownership ban, people living in small or medium   |
| 16 | size towns in our region are especially likely to |
| 17 | see reduction in the quality and quantity of      |
| 18 | local news coverage.                              |
| 19 | Northwest rural folks deserve a chance            |
| 20 | to discuss those concerns with the FCC, so do     |
| 21 | African Americans, Latinos, and other minority    |
| 22 | communities who own few media outlets and whose   |

voices are severely underrepresented in civic dialog as a result. Native Americans have few opportunities to speak to the Commission, and the Northwest is home to many tribes that have limited or no voice in local media.

Northwest residents include technology workers, union members, immigrants, people with disabilities, queer folks, independent musicians, young people, women and people with diverse faiths. Many with powerful stories to tell about how their voices have somehow remained marginalized in the much celebrated explosion of channels on cable, TV, radio and the internet.

Dozens of rural and urban Northwest churches, schools, and community organizations are using lower power FM radio to provide local news and cultural programs around our nation.

Many more were denied the chance to own their own station. The FCC should take advantage of what these broadcasters and would-be broadcasters can share about the media needs of their communities.

All these people and more deserve to

| 1  | be heard on the issue of media ownership, but     |
|----|---|
| 2  | without adequate notice of this hearing, few of   |
| 3  | these people will be heard. The short notice for  |
| 4  | this hearing and the fast track the Chairman has  |
| 5  | imposed on this proceeding are an insult to these |
| 6  | communities and have made this process            |
| 7  | (Applause.)                                       |
| 8  | MR. LAWSON: Honestly, the FCC should              |
| 9  | put the brake on this railway train. When the     |
| 10 | Commission gets back to D.C., all of us will      |
| 11 | still be here and we'll continue fighting for     |
| 12 | media diversity, quality journalism, media        |
| 13 | democracy, and media justice.                     |
| 14 | Thank you.  |
| 15 | (Applause.)                                       |
| 16 | MODERATOR SIGALOS: Steve Kreuger.                 |
| 17 | If everybody could make sure you speak            |
| 18 | up into the microphone. Thank you.                |
| 19 | MR. KREUGER: I have the extreme                   |
| 20 | pleasure and honor of representing 700            |
| 21 | professional broadcast journalists and performers |
| 22 | who are members of the Seattle local of the       |

| 1  | American Federation of Television and Radio     |
|----|---|
| 2  | Artists.  |
| 3  | Consolidation has certainly worked              |
| 4  | very well for those who own the broadcasting    |
| 5  | stations. They've grown wealthy and powerful    |
| 6  | under the existing rules, and now they hope to  |
| 7  | make huge windfalls even under more permissive  |
| 8  | new standards.                                  |
| 9  | While the media owners will win, the            |
| 10 | record they've built suggests the public will   |
| 11 | lose. Only 4 of the 48 radio stations that are  |
| 12 | licensed in the Seattle area now offer local    |
| 13 | news. Some offer an endless montage of talk     |
| 14 | shows, but they generally fall exclusively I    |
| 15 | think into the category of entertainment. Their |
| 16 | emotionally driven endless chatter certainly    |
| 17 | helps to form public opinion, but provides very |
| 18 | little in the way of factual information that I |
| 19 | believe   |
| 20 | (Applause.)                                     |
| 21 | MR. KREUGER: educated and fact                  |
| 22 | based opinion form the actions of the voters.   |

Earlier this week voters here had to consider a number of complex ballot issues, including a multi-billion dollar pulbic transit plan and measures such as restricting the ability of government services.

Squawk radio spent countless hours

Squawk radio spent countless hours inflaming the passions of their listeners on these and other issues, but they devoted no time to actually trying to explain the complexities of how the passage or rejection of these measures would affect public life.

Providing local news is expensive. It cuts into the bottom line ethic of the huge corporations that control our broadcast outlets and that very much effects what they're trying to accomplish here with these ownership rule changes.

Should we now allow these conglomerates more power? Not on your life. Put simply they're squandering the power they already have. Giving them more and more access to money would simply be rewarding their existing failure.

| 1  | Thank you.                                      |
|----|---|
| 2  | (Applause.)                                     |
| 3  | MODERATOR SIGALOS: Don Miller.                  |
| 4  | MR. MILLER: Thank you for allowing me           |
| 5  | to speak to to you this evening.                |
| 6  | I am the telecommunications and                 |
| 7  | warning systems manager for Washington State    |
| 8  | Emergency Management.                           |
| 9  | MR. MILLER: Can you hear me now?                |
| 10 | AUDIENCE: Yes.                                  |
| 11 | MR. MILLER: You need to move this up            |
| 12 | to a normal size.                               |
| 13 | (Laughter.)                                     |
| 14 | MR. MILLER: Thank you.                          |
| 15 | I worked with over three our                    |
| 16 | broadcasters in the state of Washington for the |
| 17 | last 15 years. And we have over 350             |
| 18 | broadcasters, owned by a 100 local ownerships   |
| 19 | owners 100 different owners. They can be        |
| 20 | local owners or the major the corporations      |
| 21 | that own them. They service the state of        |
| 22 | Washington by sending out EAS alerts. And part  |

| 1  | of my test is make sure that they go             |
|----|--|
| 2  | successfully. We've had 17 successful alerts     |
| 3  | thanks to the broadcasters in our state.         |
| 4  | Many of our broadcasters actively                |
| 5  | participate in the EAS system. They actively     |
| 6  | participate in making sure that alerts go out to |
| 7  | the public. Stations like KPY during our         |
| 8  | earthquake, our 6.8 Nisqually earthquake         |
| 9  | broadcasted for 12 hours commercial free public  |
| 10 | safety announcements. These are local stations   |
| 11 | owned by local owners that provide a service for |
| 12 | the state of Washington. We'd like to see it     |
| 13 | stay that way.                                   |
| 14 | MODERATOR SIGALOS: Thank you.                    |
| 15 | Bob Hasegawa.                                    |
| 16 | MR. HASEGAWA: I've got to move this              |
| 17 | back down to a normal size.                      |
| 18 | (Laughter.)                                      |
| 19 | MR. HASEGAWA: Thank you Commissioners            |
| 20 | for taking our public testimony. I represent the |
| 21 | Eleventh Legislative District here in the State  |
| 22 | of Washington. I'm also a member of the National |

Conference of State Legislators Committee on Communications, Financial Services, and Interstate Commerce.

Two quick points. One is that corporate agenda does not necessarily lineup with the people's agenda.

(Applause.)

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MR. HASEGAWA: So when we consolidate media -- democracy depends on full participation with full breadth of knowledge of information so we can make an informed judgment on decisions. If we consolidate with the corporate agenda not necessarily lining up with a democratic agenda, then we have filtered information, which scares me to death, frankly.

So as а member of the National State Legislators Committee on Conference of Communications, I can report to you -- and for those of you who don't know what the NCSL is it's 50 organization οf all state national legislatures. And they establish policy after which they sent their lobbyist on to Capital Hill

| 1  | to support those policies that we passed.  |
|----|--|
| 2  | We had a policy called 21st Century  |
| 3  | Communications, which in a nutshell promoted a   |
| 4  | vision of communications in the 21st century that  |
| 5  | was all about privatization, market base   |
| 6  | competition and deregulation. I'm happy to tell  |
| 7  | you that that national conference of state   |
| 8  | legislators voted that policy down.  |
| 9  | That was not the vision of that body.  |
| 10 | I think that's very significant because when we  |
| 11 | talk about maintaining information so that we can  |
| 12 | have a true democratic conversation about the  |
| 13 | issues that we're facing it's so important to  |
| 14 | make sure we don't have a corporate filter   |
| 15 | through which all of our information is coming   |
| 16 | to.  |
| 17 | (Applause.)  |
| 18 | MR. HASAGAWA: Thank you for taking my  |
| 19 | testimony.   |
| 20 | (Applause.)  |
| 21 | MODERATOR SIGALOS: Thank you.  |
| 22 | Thalia Syracopolous.   |
| J  | I Company of the Comp |